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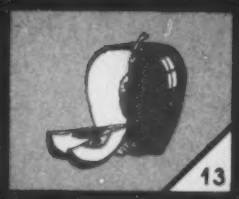

- Slicing up the big apple
- Copyright compromise still in doubt
- Wirth introduces 1981 Telecommunications Act
- RCA transponder auction draws heavy criticism

CableVision

The news and features weekly of the cable television industry

December 21, 1981

Western Show photo round-up

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CableVision Volume 7, Number 16. December 21, 1981

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Western round-up

The 1981 Western Show is behind us, with memories of Disneyland, Showtime's Speakeasy, Johnny Cash, Ella Fitzgerald, and a number of interesting and exciting announcements that preface what may well be a pivotal year for cable in 1982. *CableVision* photographers caught some of the action that took place in Anaheim in our annual photo wrap-up. Editorial coverage of the final panels and events begins on **page 30**. Cover photo by Rob Stuehrk.

The big winner

Warner Amex wins big in the estimate of the New York Board of Estimate, receiving pieces of Queens, Staten Island and Brooklyn. Chuck Dolan, whose Cablevision Systems had planned to wire the Bronx—provided it received a profitable slice of another borough—is hinting that he may drop out of all franchising negotiations. **Page 13.**

Copyright see-saw

The controversial copyright compromise, after two days of hearings in Congress, is still very much in doubt as to its final outcome. The major opponents, MPAA's Jack Valenti and NAB's Vincent Wasilewski, disapprove of the addition of a transition period for renewed syndicated exclusivity liability. **Page 14.**

Remember 5158

Representative Tim Wirth (D-CO), chairman of the House Subcommittee on Telecommunications, Consumer Protection and Finance, has added another verse to the litany of legislative attempts to rewrite the Communications Act of 1934. The latest is H.R. 5158. **Page 18.**

Critical results

Some 18 challenges have been filed with the FCC over RCA Americom's satellite auction conducted last month. The auction, which earned RCA $90 million in 45 minutes, has been criticized as to the legitimacy of the concept and the process. **Page 21.**

Blossoming partnership

Tele-Communications, Inc., which is already working with Taft in a franchising and programming joint venture, has formed another one, this time with Knight-Ridder. The newspaper giant has long searched for a valuable cable partner. **Page 24.**

California Cable Television Association President Marc Nathanson (a/k/a president of Falcon Communications) served as host during the Western Show in Anaheim. The convention drew over 11,000 attendees.

Credit where credit is due:
A special thanks to Hughes Aircraft Company for allowing *CableVision* the use of the artwork which appeared on the opening page of the refranchising story in the December 7, 1982 issue.

county (Reston) and would have been required to bid against its present system. Fairfax County cable administrator William Rossi was surprised by the pull-out. "I don't sense anyone else competiting for the franchise had the same problems with the RFP. I doubt others will pull out," he said. The county issued its RFP last month, with bids due February 15 and an award date set for July 1982. Other MSOs interested in the franchise are Storer, United Cable, TCI, Cablevision Systems and Continental Cablevision.

Jerrold restructured

HATBORO, PA—General Instrument Corporation is restructuring its cable television electronics business into two operating units, Jerrold Subscriber Systems and Jerrold Distribution Systems. Kenneth Coleman has been named vice president and assistant general manager at the Jerrold Distribution Systems Division. Timothy da Silva has been named vice president and general manager at the Jerrold Subscriber Systems Division. Jerrold expects to ship approximately 4.5 million cable TV subscriber terminals this year.

Cut-off extended

WASHINGTON—The Federal Communications Commission has extended the time frame for the implementation of the new tariffs proposed by RCA Americom for its communications satellite customers. The first tariff, one that would allocate transponders on a first-come, first-served basis, will now take effect March 3 instead of December 16. The second tariff, which would award transponders on an auction basis, has had its effective date extended to February 1 from January 15. Both tariffs are still subject to FCC approval. A source in the tariff division indicated that a commision decision will be made prior to the effective date.

DBS revealed

WASHINGTON—The National Association of Broadcasters has asked the Federal Communications Commission to conduct "a full inquiry" into the application filed by Satellite Television Corporation to construct a direct broadcast satellite system. In its petition, the NAB expressed concern that Comsat, STC's parent corporation, could cross-subsidize the DBS subsidiary with other funds. Comsat serves as the United States' representative to Intelsat, the independent international organization that owns and operates the global communications systems. In that capacity, Comsat is subject to regulated tariffs and, according to the NAB, "earns substantial sums." Comsat also serves as a representative to Inmarsat, the global maritime communications organization. In an earlier petition to deny the STC application that was approved nearly one year ago, the NAB alleged that approval "would result in an impermissible cross-subsidization of STC by the Intelsat/Inmarsat ratepayers."

Siegel leaves Chartwell

LOS ANGELES—Bill Siegel, president of E. Gerrold Perenchio's Chartwell Communications, Inc., is resigning effective next month, it was announced this week. In accepting Siegel's resignation, Perenchio said that "Chartwell's operation functions have greatly diminished" since the sale of its 49 percent interest in ON TV in Los Angeles to Oak Industries. Siegel was appointed chief executive officer of National Subscription Television/Los Angeles last year and was put in charge of both ON TV and KBSC, Channel 52, which operates commercially and also carries STV programming. Prior to the ON sale, Siegel became subject of a suit between Oak and Chartwell. Oak objected to Siegel being on the payroll at $400,000 per year without its approval. In its suit, filed in Los Angeles Superior Court, Oak said it refused to consent to the terms of the contract with Siegel but did not question his qualifications.

California DBS

SAN JOSE, CA—Satcom, Inc., has demonstrated its new, reportedly low-cost 12 GHz television receive only (TVRO) system designed for use in direct broadcast satellite service. The Satcom TVRO is billed as a completely integrated system consisting of a low-noise down-converter, an indoor tuner, and a four-foot diameter antenna. It will be used in industrial, educational, cable and home TV applications, said company President Dr. Bernard Jacobs. Prices will vary, with deliveries expected to begin early in 1982.

Health Network seeks advisor

NEW YORK—Representatives from the fields of medical science, research, government, education and industry will be called upon to participate in a national advisory group to the new Cable Health Network devised by *The Today Show*'s Dr. Art Ulene. The 36 members will include founding affiliates who have made "a significant commitment of carriage and given us an advantageous channel position," says CHN's Jeffrey Reiss.

Setting the record straight:
Spotlight partners' subscriber total is five million-plus, not 500,000.

Who's on first?
Visions Cable of Fort Lee, New Jersey, not Colony Communications of Beacon, New York, as previously reported was the first system to hook-up a PlayCable subscriber. Visions turned on its first subscriber November 16. Colony, which held the first PlayCable Playathon, hooked-up its first subscriber November 27.

In *CableVision*'s refranchising feature, 12/7/81, the first three questions in "The country's mayors report" were incorrectly aligned with responses. They are properly described in the text and should have read:

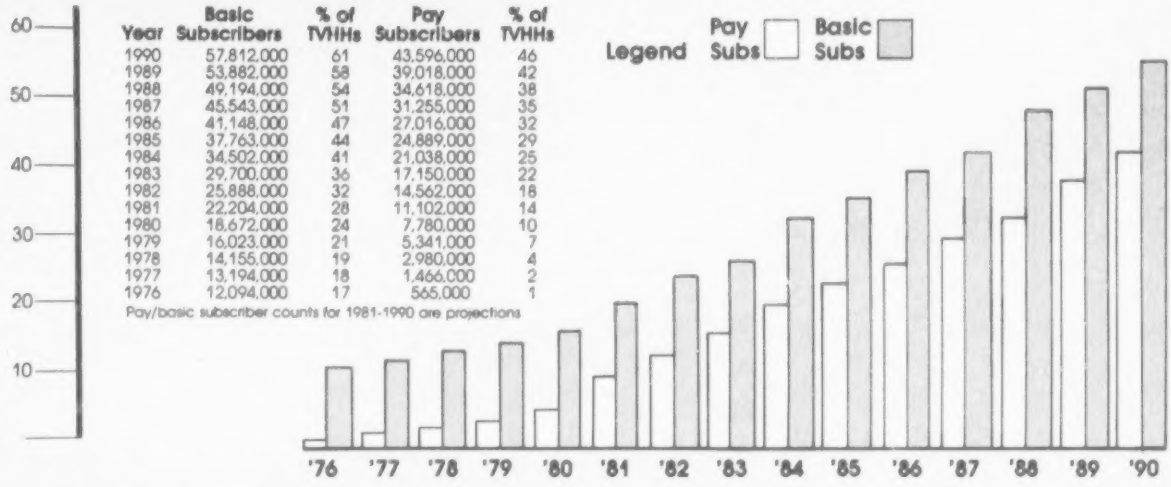
	under 12	12-20	20-35	35-plus	
Are you generally satisfied with the level of service your community receives?	50	75	87	81	yes
	50	25	13	19	no
Has your system ever expanded the number of channels being offered?	68	68	65	1	yes
	32	32	35	99	no
Has the subscriber charge ever gone up?	81	75	55	31	yes
	17	18	37	69	no
	2	7	8	0	no reply

Cable stats

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,812,000	61	43,596,000	46
1989	53,882,000	58	39,018,000	42
1988	49,194,000	54	34,618,000	38
1987	45,543,000	51	31,255,000	35
1986	41,148,000	47	27,016,000	32
1985	37,763,000	44	24,889,000	29
1984	34,502,000	41	21,038,000	25
1983	29,700,000	36	17,150,000	22
1982	25,888,000	32	14,562,000	18
1981	22,204,000	28	11,102,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1981-1990 are projections



Cable services' subscriber counts

Basic Cable Services (television)*	Systems	Homes	% Change In Homes From 10/31
WTBS	3,704	17,545,000	+4.87
CBN	3,100	14,300,000	+3.62
ESPN	2,896	13,174,171	+3.66
C-SPAN	1,200	10,500,000	+5.00
CNN	1,771	9,510,000	+4.33
USA Network	1,650	9,250,000	+2.78
BET	784	8,753,200	+5.17
WGN	2,196	7,403,427	+3.62
Nickelodeon/ARTS	1,500	5,750,000	+2.68
WOR	1,123	4,450,761	+2.24
Modern Satellite Network	538	4,100,000	N.C.
PTL	417	4,100,000	+3.80
SPN (as of 11/15)	369	3,404,980	+2.33
CBS Cable	250	3,000,000	N.C.
SIN**	160	2,756,800	N.C.
AETN	285	2,681,478	N.C.
MTV	300	2,500,000	N.C.
National Jewish Television	68	1,614,325	+5.61
ACSN	213	1,474,242	+15.95
Christian Media Network	180	1,300,000	+30.00
Trinity	140	1,271,562	+N.C.
Episcopal Television Network	67	1,042,000	+N.C.
North American Newstime	115	830,000	+N.C.
Eternal Word Television Network	21	300,000	+4.93
National Christian Network	50	269,819	N.A.
Basic Cable Services (audio)*			
WFMT	94	615,862	+1.65
Lifestyle	30	300,000	N.C.
STV Service (television)*			
SelecTV Programming	9	225,000	+7.14
Pay Cable Services (television)*			
Home Box Office	3,200	8,000,000	+6.67
Showtime	1,300	2,800,000	+12.00
The Movie Channel	1,500	1,750,000	+6.06
Cinemax	400	700,000	N.C.
Escapade	87	180,000	+28.57
Home Theater Network	245	150,000	+5.63
Private Screenings***	11	127,000	+N.C.
GalaVision	105	92,000	+N.C.
Bravo****	25	45,000	-62.50

Regional Pay Cable Services (television)*	Systems	Homes	% Change In Homes From 9/28
Action TV	N.A.	N.A.	N.A.
Atlantis Entertainment Network	6	6,250	+557.90
PRISM (New England Prime Cable)	12	N.A.	N.A.
PRISM (Philadelphia)	70	272,000	+10.93
Rendezvous (Gill Cable)	2	12,000	N.C.
SportsChannel (New York)	18	184,000	N.C.
SportsChannel (Chicago)	N.A.	N.A.	N.A.
Z Channel	10	109,000	+9.00
Regional Basic Cable Service (television)*			
Madison Square Garden Network	44	1,200,000	N.C.

Announced Satellite-Fed Cable Services	Projected Launch Date
Cable News Network II	1/1/82
Eros	1/1/82
Daytime	3/15/82
RCTV/The Entertainment Channel	first quarter 1982
Times Mirror Shopping Channel	first quarter 1982
The Health Channel	first quarter 1982
Satellite News Channels (channel one)	first quarter 1982
National Jazz Network (audio)	first quarter 1982
Home Theater Network Plus	3/1/82
The Nashville Network	second quarter 1982
Cable Newspaper Corporation	second quarter 1982
UTV Cable Network	second quarter 1982
Kidvid Network	second quarter 1982
ESPN/ABC pay sports service	second quarter 1982
The Weather Channel	second quarter 1982
Home Music Store (audio)	second quarter 1982
Cinemerica	mid-1982
Heartbeat Media Network	third quarter 1982
Satellite News Channels (channel two)	fourth quarter 1982
SPN/international network	second quarter 1984
SPN/financial-religions network	second quarter 1984
SPN/classic movie service	second quarter 1984
SPN/how-to network	second quarter 1984
Las Vegas Entertainment Network	to be announced
The Buena Vista Channel	T.B.A.
Lewmark Productions' Music Channel	T.B.A.
Spanish Universal Network	T.B.A.
Window (independent producers network)	T.B.A.
Black Music Cable Network (Inner City/Unity)	T.B.A.
Video Concert Hall (relaunch)	T.B.A.
Penthouse Entertainment Network	T.B.A.
Times Mirror Shopping Channel	T.B.A.
The Nostalgia Network	T.B.A.

*Satellite-fed and regional services' subscriber counts are as of November 30 unless noted otherwise.
**Estimated Spanish speaking households. Includes broadcast stations and translators. Total reach: 21,377,790.
***Includes STV outlets.
****As of this month, Bravo does not serve STV outlets.
N.A. designates not available.
N.C. designates no change.

Top 25 MSOs

Rank	Multiple System Operator	Subscribers
1.	ATC	1,625,000
2.	Teleprompter/Westinghouse	1,533,322
3.	TCI	1,277,000
4.	Cox Cable Communications, Inc.	1,019,989
5.	Warner Amex Cable Communications, Inc.	850,000
6.	Storer Cable Communications	800,002
7.	Times Mirror	635,368
8.	Viacom Cablevision	535,000
9.	Newhouse Broadcasting (includes NewsChannels, MetroVision and Vision Cable)	528,981
10.	UA-Columbia	467,544
11.	Sammons Communications, Inc.	433,545
12.	United Cable Television Corporation	432,112
13.	Continental Cablevision, Inc.	410,000
14.	General Electric Cablevision Corporation	276,000
15.	Cablecom General/Capital Cities	268,577
16.	TeleCable Corporation	264,000
17.	Heritage Communications	220,000
18.	Liberty Communications	208,298
19.	Cablevision Systems Development (includes Cablevision of Chicago)	206,000
20.	Service Electric Cable TV, Inc.	189,500
21.	Comcast Corporation	186,392
22.	Wometco Communications, Inc.	180,000
23.	Midwest Video Corporation	174,349
24.	Century Communications	162,000
25.	TCA Group	155,000

Top 25 cable systems

Rank	Location	Operator	Subscribers
1.	San Diego, CA	Cox Cable	209,000
2.	Long Island, NY	Cablevision Systems	140,000
3.	Manhattan, NY	ATC	124,300
4.	Manhattan, NY	Teleprompter	120,000
5.	West Orange, NJ	Suburban Cable	114,626
6.	Los Angeles, CA	Theta Cable/ Teleprompter	100,000
7.	Wayne, NJ	UA-Columbia	94,937
8.	Tulsa, OK	United Cable	91,113
9.	Erie County, NY	Prime Cable	90,961
10.	San Jose, CA	Gill Cable	86,000
11.	Central Islip, NY	Viacom	79,673
12.	Audubon, NJ	Audubon Electronics	79,125
13.	Orlando, FL	ATC	68,550
14.	Toledo, OH	Buckeye	66,907
15.	Wilmington, DE	Rollins Cable	65,600
16.	Austin, TX	ATC	65,295
17.	Grand Rapids, MI	General Electric	63,777
18.	Honolulu, HI	Oceanic Cable/ATC	59,400
19.	San Francisco, CA	Viacom	59,138
20.	Flint, MI	Comcast	57,255
21.	Allentown, PA	Twin County	57,000
22.	Santa Barbara, CA	Cox Cable	54,322
23.	Baton Rouge, LA	Daniels	52,000
24.	San Diego, CA	ATC	51,350
25.	Columbus, OH	Warner Amex Cable Communications	51,000

Franchising in the top 50

Rank	Market	Status of Core City
1.	New York	Manhattan-OP/four unwired boroughs-FP
2.	Los Angeles	City is divided into seven parts (1 OP/3 FG/3 FP)
3.	Chicago	BP
4.	Philadelphia	City is divided into four parts (1 OP/3 FP)
5.	San Francisco	OP (system to be upgraded)
6.	Boston	FG
7.	Detroit	BP
8.	Washington, D.C.	LNA
9.	Cleveland	BP
10.	Dallas-Ft. Worth	FG-one for each city
11.	Pittsburgh	OP
12.	Houston	OP
13.	Minneapolis/	FP
14.	St. Louis	BP
15.	Seattle/Tacoma	City is divided into four parts (2 OP/1 FC/1 BP)/ Tacoma-OP
16.	Atlanta	OP
17.	Miami	FG
18.	Tampa/ St. Petersburg	BP/OP
19.	Baltimore	BP
20.	Denver	FP
21.	Indianapolis	FG (to be turned on shortly)
22.	Sacramento/ Stockton	BP/OP
23.	San Diego	OP
24.	Portland	City is divided into two parts (1 OP/1 FG)
25.	Kansas City	OP
26.	Hartford/New Haven	Two systems-OP
27.	Cincinnati	OP
28.	Milwaukee	FP
29.	Buffalo	OP
30.	Nashville	OP
31.	Phoenix	OP
32.	Columbus	Four systems-OP
33.	Providence/ New Bedford	LNA/OP
34.	Memphis	OP
35.	Charlotte	OP
36.	New Orleans	FC
37.	Greenville/Spartansburg/Asheville	Three systems-OP
38.	Grand Rapids/Battle Creek/Kalamazoo	Three systems-OP
39.	Oklahoma City	OP
40.	Orlando/ Daytona Beach	Two systems-OP
41.	Raleigh/Durham	Two systems-OP
42.	Louisville	OP
43.	Charleston/ Huntington	Two systems-OP
44.	Birmingham	OP
45.	Salt Lake City	OP
46.	Harrisburg/York/ Lancaster/Lebanon	Four systems-OP
47.	Norfolk/Newport News/New Hampton/ Portsmouth	Four systems-OP
48.	Wilkes-Barre/Scranton	Two systems-OP
49.	Albany/ Schenectady/Troy	Three systems-OP
50.	Dayton	OP

Legend:
OP—operational
FG—franchise granted
FP—franchise pending
BP—beginning process
LNA—little or no action

Based on chart from the National Cable Television Association report on cable franchising.